

Rep Order# 9835464 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 63271

Printed: 10/05/2012 2:07 PM
Last Received: 10/05/2012 1:28 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 472
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //472
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

***** Contract Coversheet *****

V.5 10/4

SEE LN 24: MKGD FOR SPOTS MISSED ON LN #3:10/3(1/WK)

SEE LNS 25-28: MKGD FOR SPCTS MISSED ON LN #19:10/7(2/WK)

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-NFL SPCTS ADDED PER BUYER. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*22	SU	1P-4P	BENGALS	:30	\$9,000.00	10/07-10/07	2	1	2	\$18,000.00	
				Sales Remark: V7 1X ADD								
				V7 Comment Changed, Spots/week Changed								
	*29	SU	4P-7P	AFC	:30	\$5,000.00	10/07-10/07	1	1	1	\$5,000.00	
				Sales Remark: V7 1X ADD								
				V7 Added								

WASH. 50,120
9,000
3,000
14,120
64,120

---REPORT TOTALS---

Report Totals: 3 / \$23,000.00

---SALES MONTHLY TOTALS---

Oct 12: 54 / \$64,310.00
Sales Totals: 54 / \$64,310.00
Station Totals: 54 / \$64,310.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$196,247	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	19%
		WKRC	32%	WLWT	27%	WSTR	0%	WXIX	20%		

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Spot Manager: All, 10/03/12-10/09/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 63271												
Line: 1												
10/03/12	Wednesday	8:56 AM	:30	\$325.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH-
10/04/12	Thursday	21:13 AM	:30	\$325.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
10/05/12	Friday	13:42 AM	:30	\$325.00	2012MR	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH-
10/08/12	Monday	21:13 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 472		P-3	5	MWASH-
10/09/12	Tuesday	28:44 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH-
											5	
Line: 2												
10/03/12	Wednesday	37:27 AM	:30	\$325.00	2012MR	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH-
10/04/12	Thursday	42:41 AM	:30	\$325.00	2012MR	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	5	MWASH-
10/05/12	Friday	35:55 AM	:30	\$325.00	2012MR	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH-
10/08/12	Monday	51:37 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH-
10/09/12	Tuesday	52:02 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
											5	
Line: 3												
10/04/12	Thursday	7:36:07 AM	:30	\$190.00	2012MR	CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH-
10/05/12	Friday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	5	MWASH-
10/08/12	Monday	7:36:07 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
10/09/12	Tuesday	58:25 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH-
											4	
Line: 4												
10/04/12	Thursday	23:00 AM	:30	\$190.00	2012MR	CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
10/05/12	Friday	19:15 AM	:30	\$190.00	2012MR	CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH-
10/08/12	Monday	29:26 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH-
10/09/12	Tuesday	44:40 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH-
											4	
Line: 5												
10/08/12	Monday	2:08:27 PM	:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH-
10/09/12	Tuesday	2:09:44 PM	:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
											2	
Line: 6												
10/03/12	Wednesday	7:46:44 PM	:30	\$1,500.00	2012MR	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	3	MWASH-
10/04/12	Thursday	7:34:45 PM	:30	\$1,500.00	2012MR	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	4	MWASH-
10/05/12	Friday	7:42:22 PM	:30	\$1,500.00	2012MR	M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	5	MWASH-
10/08/12	Monday	7:42:52 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
10/09/12	Tuesday	7:35:30 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 472		P-2	2	MWASH-
											5	
Line: 7												
10/03/12	Wednesday	1:30:13 PM	:30	\$1,100.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
10/03/12	Wednesday	1:22:03 PM	:30	\$1,100.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	6	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/03/12-10/09/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 63271												
Line: 7												
10/04/12	Thursday	1:18:27 PM	:30	\$1,100.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH-
10/05/12	Friday	1:11:53 PM	:30	\$1,100.00	2012MR	11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	3	MWASH-
10/09/12	Tuesday	1:34:15 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	4	MWASH-
10/09/12	Tuesday	1:26:56 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	5	MWASH-
				\$6,600.00								6
Line: 8												
10/03/12	Wednesday	11:58:29 PM	:30	\$7,500.00	2012MR	Wed Prime	(9:00:00 PM-11:00:00	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
				\$7,500.00								1
Line: 9												
10/05/12	Friday	8:20:07 PM	:30	\$1,000.00	2012MR	Fri Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT 472		P-4	1	MWASH-
				\$1,000.00								1
Line: 10												
10/05/12	Friday	10:29:00 PM	:30	\$3,500.00	2012MR	Fri Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
				\$3,500.00								1
Line: 11												
10/06/12	Saturday	6:32:07 AM	:30	\$150.00	2012MR	6a-8a Local 12 News S	(6:00:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
				\$150.00								1
Line: 12												
10/06/12	Saturday	7:57:26 AM	:30	\$150.00	2012MR	6a-8a Local 12 News S	(7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
				\$150.00								1
Line: 13												
10/06/12	Saturday	8:24:24 AM	:30	\$425.00	2012MR	CBS This Morning Satu	(8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
				\$425.00								1
Line: 14												
10/06/12	Saturday	9:04:08 AM	:30	\$425.00	2012MR	CBS This Morning Satu	(9:00:00 AM-10:00:00	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
				\$425.00								1
Line: 15												
10/06/12	Saturday	10:28:15 PM	:30	\$800.00	2012MR	Sat Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 472		P-4	1	MWASH-
				\$800.00								1
Line: 16												
10/06/12	Saturday	11:05:50 PM	:30	\$1,100.00	2012MR	11p M-Su Local 12 New	(11:00:00 PM-11:30:00	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH-
				\$1,100.00								1
Line: 17												
10/07/12	Sunday	9:57:26 AM	:30	\$900.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-
				\$900.00								1
Line: 18												
10/07/12	Sunday	9:35:00 AM	:30	\$900.00		CBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 472		P-2	2	MWASH-
10/07/12	Sunday	9:52:49 AM	:30	\$900.00		CBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH-

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Spot Manager: All, 10/03/12-10/09/12



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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 63271

Line: 18

				\$1,800.00							2	
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Line: 20

10/07/12	Sunday	5:59:46 AM	:30	\$650.00		Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
				\$650.00							1	

Line: 21

10/07/12	Sunday	1:18:44 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$1,100.00							1	

Line: 22

10/07/12	Sunday	3:59:26 PM	:30	\$9,000.00		Bengals vs Miami	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
10/07/12	Sunday	2:58:56 PM	:30	\$9,000.00		Bengals vs Miami	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 472		P-3	2	MWASH
				\$18,000.00							2	

Line: 23

10/09/12	Tuesday	5:51:04 AM	:30	\$250.00		5a Good Morn Cincinna	5:00 AM-6:00 AM	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$250.00							1	

Line: 24

10/05/12	Friday	3:37:50 AM	:30	\$0.00	2012MR CBS This Morning		(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$0.00							1	

Line: 25

10/08/12	Monday	1:13:26 PM	:30	\$650.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
				\$650.00							1	

Line: 26

10/08/12	Monday	1:52:06 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	ROMNEY 4 PRESIDENT 472		P-2	1	MWASH
				\$650.00							1	

Line: 27

10/08/12	Monday	3:04:57 AM	:30	\$250.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$250.00							1	

Line: 28

10/08/12	Monday	3:35:35 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$250.00							1	

Line: 29

10/07/12	Sunday	3:59:26 PM	:30	\$5,000.00		AFC Regular Season	(4:00:00 PM-7:00:00 PM)	ROMNEY 4 PRESIDENT 472		P-3	1	MWASH
				\$5,000.00							1	
				\$64,120.00							54	
				\$64,120.00							54	
				\$64,120.00							54	
				\$64,120.00							54	
				\$64,120.00							54	

[Filtered by:] [Sorted by: Station]